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JULY 1963

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**CONSUMER PURCHASES OF**

ENT SERIAL RECORDS

# **CITRUS**

- **Fruit**

- **Juices**

- **Drinks**

## **AND OTHER PRODUCTS**

CPFJ-144

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned and refrigerated citrus salads and sections, canned single-strength fruit drinks and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

September 1963

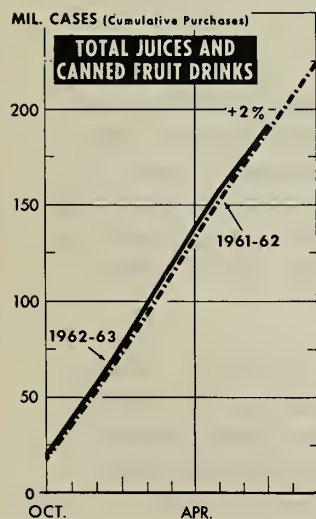


CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
JULY 1963

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices and canned single-strength fruit drinks totaled 17.3 million cases (single-strength equivalent) in July, 1963, a decrease of 5 percent or 890,000 cases from the same month of 1962.

Purchases of noncitrus juices and canned fruit drinks were up sharply from a year earlier, but these gains were more than offset by a reduction in use of citrus juices which were in short supply as a result of freezes in winter months. Crop and tree damages were particularly severe in Florida where most of the citrus products are produced.

Prices paid for fruit juices and drinks averaged 5.2 cents per 6-ounce serving, up 21 percent from a year earlier. Citrus juices were sharply higher and rather strong advances were reported for pineapple-grapefruit drink, miscellaneous frozen concentrates, and miscellaneous canned juices. Prune and tomato juices were moderately less expensive, while prices of other products held about the same. Consumers spent \$64.2 million for fruit juices and drinks in July, 13 percent more than a year earlier.

Purchases of frozen orange concentrate were off 45 percent from the preceding July; chilled orange juice, off 22 percent; canned orange juice, off 21 percent, and canned grapefruit juice, off 5 percent. Hence, these citrus products accounted for only 31 percent of all fruit juices and drinks bought for home use during the month compared with 48 percent a year earlier.

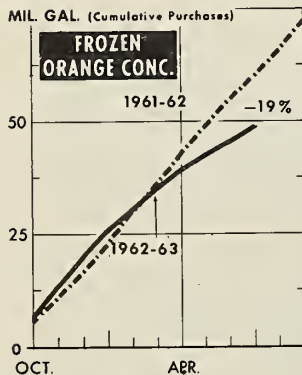
On the other hand, purchases increased for tomato juice by 18 percent; for pineapple-grapefruit drink, by 20 percent; and for orange drink, by 45 percent. Heavy gains also were recorded for miscellaneous frozen concentrated juices, miscellaneous canned juices, and miscellaneous fruit drinks. However, purchases of prune juice were off 3 percent.

Cumulative purchases of fruit juices and drinks through July of the reporting year beginning October 1962, were 2 percent or 4 million cases above the corresponding 10 months of 1961-62. Cumulative expenditures were up 7 percent.

July purchases of canned grapefruit sections were off 12 percent from a year earlier and movement of chilled citrus salads and sections was off substantially from October when first reported. Retail sales of fresh oranges and fresh grapefruit were off 14 percent and 54 percent, from July 1960, the last comparable month for which data are available.

#### FROZEN CONCENTRATED AND CHILLED JUICES

##### Rise in Family Expenditure Halted for FOC



Household consumers bought about the same quantity of frozen concentrated orange juice in July as in the preceding month. 1/ Nevertheless, retail movement was off 45 percent -- 2.5 million gallons -- from a year earlier and 7 percent from July 1958 to the lowest level reported in 12 years. 2/ (See tables 1, 1A, and 21 and figures 11-14.)

Supplies of the concentrate, as well as of other orange and grapefruit products, were sharply below year earlier levels as a result of a freeze in December that severely damaged trees and crops in Florida, the principle producing state.

1/ Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

2/ Citrus crops also were damaged by freezes in the winter of 1957-58, but fruit and tree losses were not as severe as in 1962. See table 1A for comparisons with 1957-58.



Frozen orange concentrate accounted for only 21 percent of the total quantity of fruit juices and drinks used in the home in July, compared with 36 percent a year earlier. On the other hand, the proportion of total purchases represented by canned fruit drinks was up 10 percentage points, and the share for canned single-strength juices rose 5 points.

The decline in consumption of frozen orange concentrate from the preceding July reflected fewer buyers, along with a smaller average size of purchase. Only 19.3 percent of families bought, compared with 27 percent a year earlier. And the average size of purchase dropped to 6 from 8 cans per buying family. Both components of total purchases were smaller than reported for most months since the early 1950's.

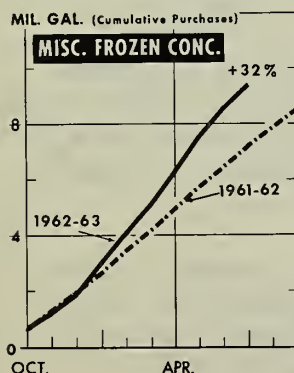
Retail prices were up slightly from June to 28.1 cents per 6-ounce can -- a new high for this series, begun in 1949. This represented an advance of 71 percent over the preceding July when supplies were ample and prices were well below 1957-58 averages.

The average buyer spent \$1.71 for frozen orange concentrate in July, an increase of 32 percent over a year earlier. (See tables 18-20.) Nevertheless, family expenditures were off slightly from June. This halted the upswing that had prevailed for more than a year.

In total, consumers spent \$18.3 million for the product in July, a decline of 6 percent from a year earlier.

Cumulative purchases of frozen orange concentrate through July of the current reporting year beginning October 1962 totaled 48.8 million gallons, 19 percent (11.6 million gallons) less than in the corresponding 10 months of 1961-62. (See figure in margin.) However, cumulative expenditures were down only 6 percent (\$13.8 million).

#### Upturn Slows in Use of Miscellaneous Frozen Concentrates



Household use of miscellaneous frozen concentrated juices such as grape, grapefruit, pineapple, and blends (some containing citrus) was up 17 percent in comparison with July 1962. (See table 21.) Nevertheless, movement was down contraseasonally from June and was the slowest reported since December.

Prices paid for this group of products held at the June average of 20.3 cents per 6-ounce can. This price was as much as 15 percent above levels of the 3 preceding

years. Even so, a 6-ounce serving cost only 5.1 cents compared with 7 cents for frozen orange concentrate. (See tables 18 and 19.) With both prices and purchases up, consumer expenditures rose 34 percent (\$1 million) over the preceding July.

Cumulative household consumption, October-July, increased 32 percent -- 2.3 million gallons -- over corresponding months of 1961-62. Cumulative expenditures were up 35 percent.

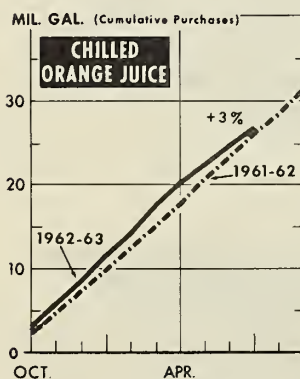
#### Total Frozen Concentrates Share Only 27 Percent of Market

The gain in use of miscellaneous frozen concentrates (131,000 gallons) was small compared with the decline in use of frozen orange concentrate (2.5 million gallons), and total household use of concentrated juices in July was off 37 percent from the same month of 1962. As a result, this type of juice accounted for only 27 percent of all juices and drinks used in the home this July compared with 41 percent a year earlier.

Retail prices of frozen concentrates averaged 6.6 cents per 6-ounce serving or 57 percent more than a year earlier. In contrast, prices of canned single-strength juices and canned fruit drinks averaged only slightly higher.

About 35 percent of the total consumer budget for fruit juices and drinks was utilized for the purchase of frozen concentrates in July, down from 39 percent a year earlier.

#### Chilled Orange Juice Sales Drop to 3-Year Low



A smaller size of purchase together with fewer buyers resulted in the slowest retail movement of chilled orange juice in about 3 years.

Purchases dropped to only 2.9 quarts per buying family, a new low for this 7-year series. Furthermore, only 5.1 percent of families bought compared with 6.2 percent a year earlier. As a result, the volume of purchases was down 22 percent or 580,000 gallons. (See figures 2 and 11-14.)

Retail prices of chilled orange juice advanced 1.1 cents over June and 12.3 cents over a year earlier to reach a new high of 47.7 cents per quart. This was equivalent to 8.9 cents per 6-ounce serving, the highest reported for any juice or drink.

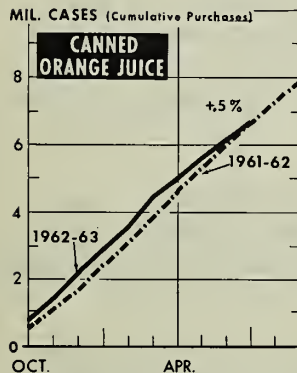
The average buyer spent \$1.40 for chilled orange juice, 25 percent more than a year earlier. However, as relatively few bought, total consumer expenditures for the month were up only 5 percent. (See tables 18-20.)



July was the third month in succession that purchases were below year-earlier levels. Nonetheless, cumulative movement for the reporting year beginning with October remained 3 percent -- 780,000 gallons -- above the corresponding period of 1961-62. (See figure in margin.) Cumulative expenditures were up about 12 percent.

## CANNED SINGLE-STRENGTH JUICES

### Sales of Canned Orange Juice Drop to New Low



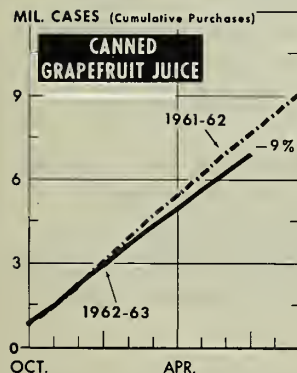
Never before in the 14 years of available data have so few bought so little canned single-strength orange juice. (See figures 3 and 11-14.)

Retail sales were off 21 percent from the preceding July and 39 percent from the 1957-61 average for the month. The size of purchase averaged only 1.7 cans among the 4.7 percent of families buying. Both factors of total sales were well below year-earlier levels.

Retail prices were up slightly from June to a new high of 47.7 cents per 46-ounce can. This represented an advance of 31 percent over the below-average price of a year earlier. Since the rise in price was greater than the decline in sales, consumer expenditures continued to hold above year-earlier levels.

Movement was heavy in the first part of the reporting year and October-July cumulative purchases (6.7 million cases) remained the same as in the corresponding 10 months of 1961-62. (See figure in margin.)

### The Average Buyer Increases Expenditure for Grapefruit Juice



Household use of canned single-strength grapefruit juice was down about 5 percent compared with the preceding July. Nevertheless, the purchase level has remained about the same since March, whereas, normally movement drops to the seasonal low point in July. (See figures 4 and 11-14.)

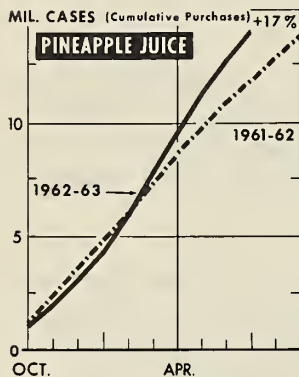
The number of buyers of grapefruit juice (5.1 percent of the Nation's families) was greater than a year earlier. That gain, however, was more than offset by a decrease in the average size of purchase to 2.2 cans.

Retail prices, 37.1 cents per 46-ounce can, were 36 percent higher than the below average price of a year earlier. As for orange juices, the advance in price reflected low production and short supplies as a result of freezes.

The average buyer spent 80 cents for grapefruit juice in July, compared with 60 to 78 cents per month in the preceding year. Since the number of buyers also increased, the total consumer outlay for the juice was nearly 30 percent greater than a year earlier.

Expenditures also have been relatively high in other recent months. As a result, October-July cumulative expenditures are moderately above 1961-62 levels even though cumulative purchases are off 9 percent (725,000 cases).

### Pineapple Juice Sales Continue High



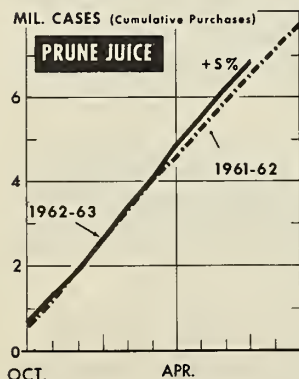
July purchases of canned pineapple juice were up 23 percent -- 232,000 cases -- from both a year earlier and the 1957-61 average for the month. Even so, the seasonal decline in consumption from early months of 1963 was greater than usual. (See figures 5 and 11-14.)

About 10 percent of the Nation's housewives served the juice in July compared with only 8 percent 12 months earlier. Part of this gain, however, was offset by a decrease in the average size of purchase.

Prices paid -- 29.1 cents per 46-ounce can -- were about the same as in the preceding July. As a result of greater purchases, however, the total consumer expenditure was up substantially.

October-July cumulative purchases of pineapple juice were about 17 percent (2 million cases) greater than in the same 10 months of 1961-62. Cumulative expenditures for the period were up about 20 percent.

### Retail Sales of Prune Juice Slow



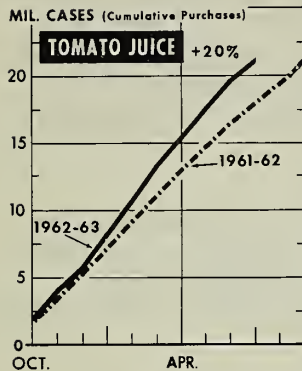
Retail movement of prune juice was off slightly from July 1962 and was the slowest reported for nearly a year. Movement has declined sharply in recent months, dropping from 124 percent of the 1957-61 average in April to 104 percent of average in July. (See figures 6 and 11-14.)

Retail prices were down 1.5 cents to 42.3 cents per quart. Consequently, the average expenditure per buying family dropped to 97 cents from \$1.07 in July 1962. Total consumer outlay for prune juice was off 6 percent from a year earlier and the lowest reported for about 3 years. (See tables 18-20.)

Cumulative purchases through July of the current reporting year were 5 percent -- 300,000 cases -- above the like period of 1961-62. (See figure in margin.) But as prices lowered cumulative expenditures remained about the same.



## Use of Tomato Juice Holds High



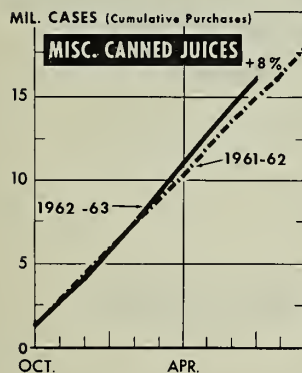
Household consumers bought 18 percent (277,000 cases) more tomato juice this July than they did in the same month of 1962. This continued the heavy movement observed in most months of the reporting year beginning with October, and cumulative purchases through July were 20 percent (3.5 million cases) greater than in the corresponding 10 months of 1961-62. (See figures 7 and 11-14.)

Nearly 15 percent of the Nation's families served tomato juice at least once during the month compared with 13.6 percent a year earlier. Furthermore, the average size of purchase also was moderately larger.

In contrast to price advances reported for most products, the cost of tomato juice was down 6 percent from both a year earlier and the 1957-61 average to 26.6 cents per 46-ounce can.

Even so, the average expenditure per buying family held at 54 cents and the total amount consumers spent for tomato juice was 12 percent greater than a year earlier.

## Sales of Miscellaneous Canned Juices Also Strong



In July, nearly 20 percent of the Nation's families bought one or more miscellaneous canned juices such as apple, grape, tangerine, and citrus and other blends. Consumption averaged 1.5 cans per buying family. Both factors of movement were greater than a year earlier and retail sales were up 14 percent or 200,000 cases. (See table 11.)

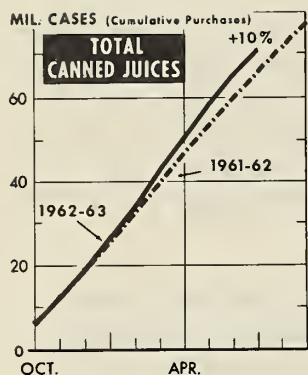
Prices paid increased 3.2 cents over the preceding July to 38.2 cents per 46-ounce can, the highest reported for several years. Inasmuch as both purchases and prices were higher, consumer outlay for miscellaneous juices was up 24 percent in comparison with July 1962.

Retail sales of these products were relatively heavy in postfreeze months and October-July cumulative movement was 8 percent (1.2 million cases) above the like period of 1962-63. Cumulative expenditures were up about 11 percent.

## Total Sales of Canned Juices Up 9 Percent

The total quantity of canned single-strength juices consumed in the home in July was 9 percent (537,000 cases) greater than a year earlier -- despite the decline in use of prune and citrus juices. Nonetheless, the seasonal drop from peak use in winter months was heavier than in 1962. (See table 13.)





Canned juices accounted for 37 percent of all fruit juices and drinks bought by consumers in July, up from 32 percent of total a year earlier. In comparison, canned fruit drinks accounted for 32 percent of the volume, up 10 percentage points from a year earlier, while the share for frozen concentrated juices was down 14 points to 27 percent. Chilled orange juice accounted for the balance of purchases.

Consumption of canned juices averaged 2.6 cans among the 42 percent of families that bought these products in July. Both components of total use were greater than a year earlier.

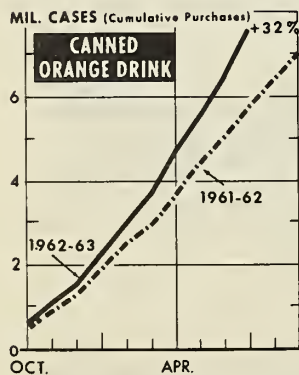
Retail prices rose moderately to a 2-year high of 35.9 cents per 46-ounce can, or 4.7 cents per 6-ounce serving. This was substantially less than paid for frozen orange concentrate, a reverse of the year-earlier pattern when canned juices were more expensive.

The average buyer increased his expenditure for canned juices from 88 to 94 cents in July. As the number of buyers also increased, total consumer outlay was up 14 percent.

Cumulative purchases of canned single-strength juices in the reporting year beginning with October were 10 percent (6.3 million cases) above the same 10 months of 1961-62. Cumulative expenditures also were up 10 percent.

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

##### New Highs for Orange Drink



Purchases and expenditures for canned single-strength orange drink rose to new peaks in July.

Movement was 45 percent (330,000 cases) greater than the year-earlier volume, and 73 percent greater than the 1957-61 average for the month. This volume of purchases was about equal to the combined use of chilled and canned orange juices. (See figures 8 and 11-14.)

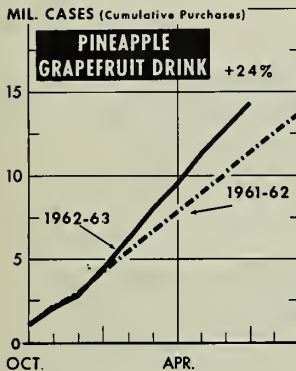
The gain in consumption was a result of a greater number of buyers -- 7.5 percent of the Nation's families compared with only 5.2 percent in the preceding July. Part of that gain, however, was nullified by a reduction in the average size of purchase.

Prices paid were down 0.5 cent from a year earlier to 29.6 cents per 46-ounce can, the lowest reported for 3 years.

The buying family expenditure (72 cents) was slightly smaller, but since more families bought, total consumer expenditures were up 42 percent from the preceding July to a new high. (See tables 18-20.)

Retail movement of orange drink was strong throughout the current reporting year, and October-July cumulative purchases were 32 percent (1.8 million cases) above the like period of 1961-62. (See figure in margin.) Cumulative expenditures were up 27 percent.

### Market for Pineapple-Grapefruit Drink Continues Strong



Consumption of pineapple-grapefruit drink increased 20 percent (250,000 cases) compared with the preceding July. Nevertheless, movement was slower than in earlier months of 1963 in contrast to the sharp upturns recorded for other fruit drinks. (See figures 9 and 11-14.)

Increase in use of this fruit drink over a year earlier was associated with a greater number of buyers -- 9.6 percent of the Nation's families compared with 8 percent the preceding July. The average size of purchase remained about the same.

In contrast to lower prices paid for other fruit drinks, the cost of pineapple-grapefruit drink was up 10 percent to a 3-year high of 28.9 cents per 46-ounce can. But even so, the product remained one of the least expensive reported.

The average buying family spent 76 cents for pineapple-grapefruit drink, moderately more than a year earlier. Hence, the total consumer outlay was 31 percent greater than in the preceding July.

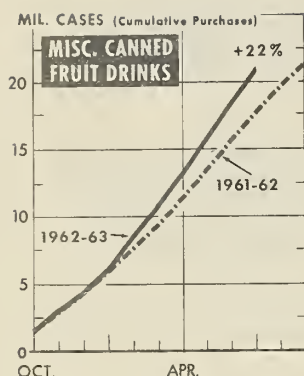
Retail movement has been relatively heavy since December. October-July cumulative purchases and expenditures are both about one-fourth greater than in the corresponding 10 months of 1961-62.

### Miscellaneous Fruit Drinks Bought in Record Volume

Household consumers increased their use of miscellaneous canned fruit drinks in July by 47 percent or 1 million cases in comparison with the same month of 1962. This represented the largest volume reported in the 4 years data have been available. This group of products includes nonfrozen, noncarbonated fruit ades, punches, and drinks other than orange and pineapple-grapefruit. (See table 12.)

The heavy July movement reflected sharp gains in both number of users and average size of purchase. About 19 percent



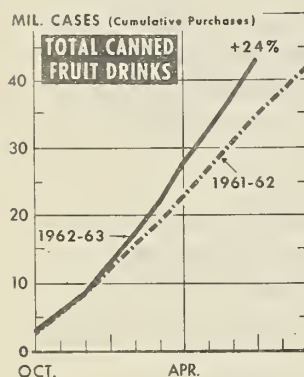


of the Nation's families bought, one-third more than a year earlier. The average size of purchase (2.7 cans) was 11 percent larger.

Retail prices were down slightly to a 4-year low of 32.8 cents per 46-ounce can. In spite of this decline, however, the average family expenditure was up moderately to 88 cents; total consumer outlay was up 45 percent.

Movement of these fruit beverages has been above year-earlier levels throughout the reporting year. October-July cumulative purchases and expenditures are both about one-fifth greater than in the corresponding 10 months of 1961-62.

### Canned Fruit Drinks Capture One-third of Household Market



In total, the Nation's families bought 38 percent (1.5 million cases) more canned fruit drinks in July than in the corresponding month of 1962. This represented the largest volume of purchases recorded in the 4 years these data have been available. (See table 14.)

Fruit drinks accounted for 32 percent of the total quantity of all fruit juices and drinks bought for home use in July compared with only 22 percent a year earlier. The increase in volume of purchases was about 3 times the gain made by canned single-strength juices.

About 28 percent of the Nation's housewives served fruit drinks in July, compared with less than 23 percent a year earlier. In addition, the size of purchase was up 10 percent.

Retail prices advanced slightly to 31.1 cents per 46-ounce can or to 4.1 cents per 6-ounce serving. Nonetheless, this was 13 percent below the cost of canned juices and substantially below the cost of frozen concentrate juices.

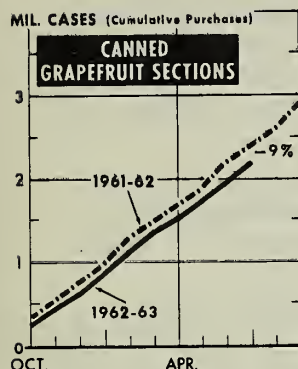
The average housewife increased her fruit drink expenditure 12 percent to \$1.05, and the total consumer outlay was up 41 percent (\$4.8 million) from July 1962.

The market for canned fruit drinks has been particularly strong since the December freeze, and October-July cumulative purchases were 24 percent (8.5 million cases) above the corresponding 10 months of 1961-62. The relative gain in accumulated expenditures was almost as great.



## CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

### Relatively Few Buy Canned Grapefruit Sections



Retail movement of canned grapefruit sections was slow in July and prices were at a new high for this 7 year series of data. (See figures 10 and 12.) Production was down sharply from 1961-62 as a result of the December freeze, and producers' inventories were only about one-third as great as either a year or 2 years earlier.

July purchases were off 12 percent in comparison with a year earlier and 23 percent from the 1957-61 average for the month. Movement was slow in most months of the current season and October-July cumulative purchases were 9 percent (215,000 cases) below a year earlier. (See figure in margin.)

The size of purchase averaged 3.2 cans among the 3.4 percent of families that served the product in July. This proportion of buyers was almost the smallest reported; the size of purchase also was on the low side.

Prices paid for canned grapefruit sections were up 20 percent to a new high of 24.7 cents per No. 303 can. The average buyer spent 79 cents for the product, 11 percent more than a year earlier. However, as fewer families bought, total consumer expenditures were up only 5 percent.

### Use of Refrigerated Salads Also Slow

As for canned grapefruit sections, July consumption of refrigerated citrus salads and sections was slow and prices were higher as a result of short supplies.

Household purchases amounted to about 143,000 gallons, down 16 percent from the preceding month and 54 percent from October when these products were first reported. The proportion of families buying, 0.9 percent, was only half as great as in October. (See table 15.)

Orange and grapefruit sections accounted for a little less than half of the total volume. Prices of this type of salad averaged 82.4 cents per quart, the highest reported.

Other salads and sections were used by about 0.6 percent of the Nation's families. Prices of these products were up to a new high of 79 cents per quart.

## FRESH ORANGES AND GRAPEFRUIT

### Retail Sales of Fresh Oranges Off 14 Percent

Consumer purchases of fresh oranges were off 14 percent from July 1960, the last comparable month these data were obtained. Movement was slow throughout the season, and October-July cumulative purchases were down 38 percent from the corresponding period of 1959-60. (See table 16.)

Consumption averaged only 18.5 oranges among the 14.3 percent of families that bought. Three years earlier, an average of 22 oranges were eaten by 14.8 percent of the Nation's families.

Retail prices averaged 61 cents per dozen, 12 percent higher than in the same month of 1960. Nevertheless, the average expenditure per buying family declined to 94 cents from \$1. In comparison, expenditures for frozen orange concentrate were up to \$1.71 from \$1.35 3 years earlier.

Total consumer expenditure for fresh oranges in July was off 4 percent from the same month of 1960. October-July cumulative expenditures, however, were 20 percent below the corresponding 10 months of 1959-60.

### Retail Movement of Fresh Grapefruit Off Sharply

Less than half as many fresh grapefruit were bought for home use in July as in the same month 3 years earlier. This continued the slow use that has persisted in most months of the current reporting year, and cumulative purchases, October-July, were down 20 percent from the corresponding period of 1959-60. (See table 17.)

The number of buyers of grapefruit in July was down to only 3.2 percent of the Nation's families, and the size of purchase dropped to 5.3 grapefruit.

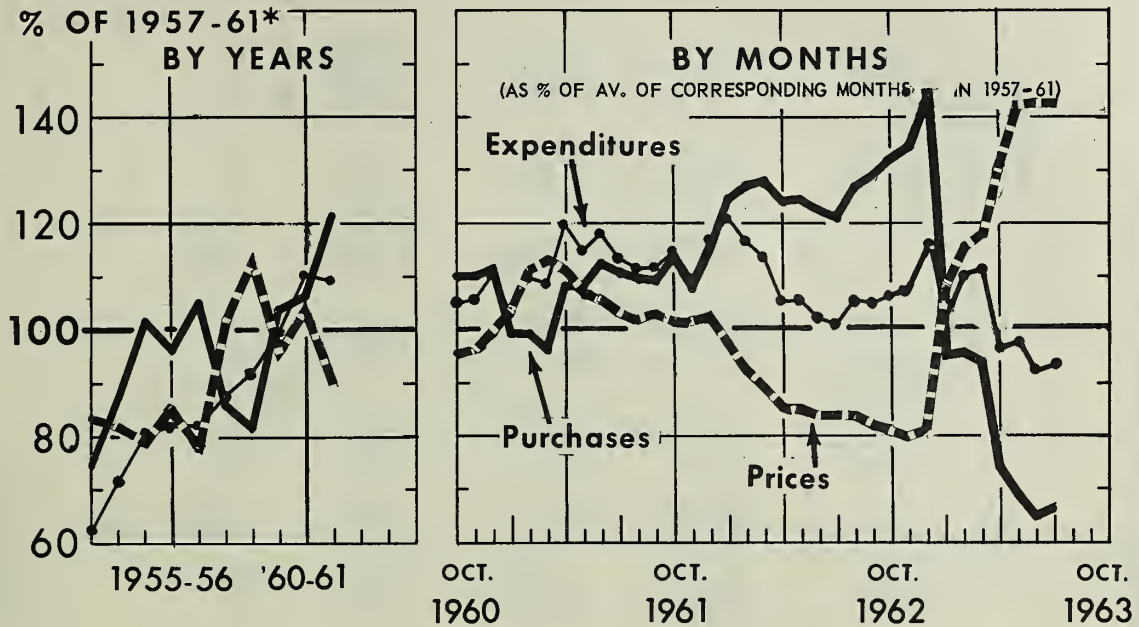
Retail prices were up sharply to a new high of \$1.67 per dozen. The average housewife spent 74 cents for grapefruit, up from 70 cents 3 years earlier. On the other hand, family expenditures for canned single-strength grapefruit juice averaged 80 cents, compared with 59 cents in July 1960.

The total amount consumers spent in July for fresh grapefruit was down 36 percent from 3 years earlier. Even so, October-July cumulative expenditures remained within 5 percent of the amount spent in the corresponding 10 months of 1959-60.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June	3,069	5,776	4,740	19.2	28.4	37	48	27.8	16.3	19.5
Apr.-June	10,263	18,262	14,828							
July	3,049	5,543	4,601	19.3	27.2	37	48	28.1	16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons.



Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS  
Consumer purchases and expenditures, percentage of families buying, and average prices paid,  
1962-63 compared with 1957-58 <sup>1/</sup>

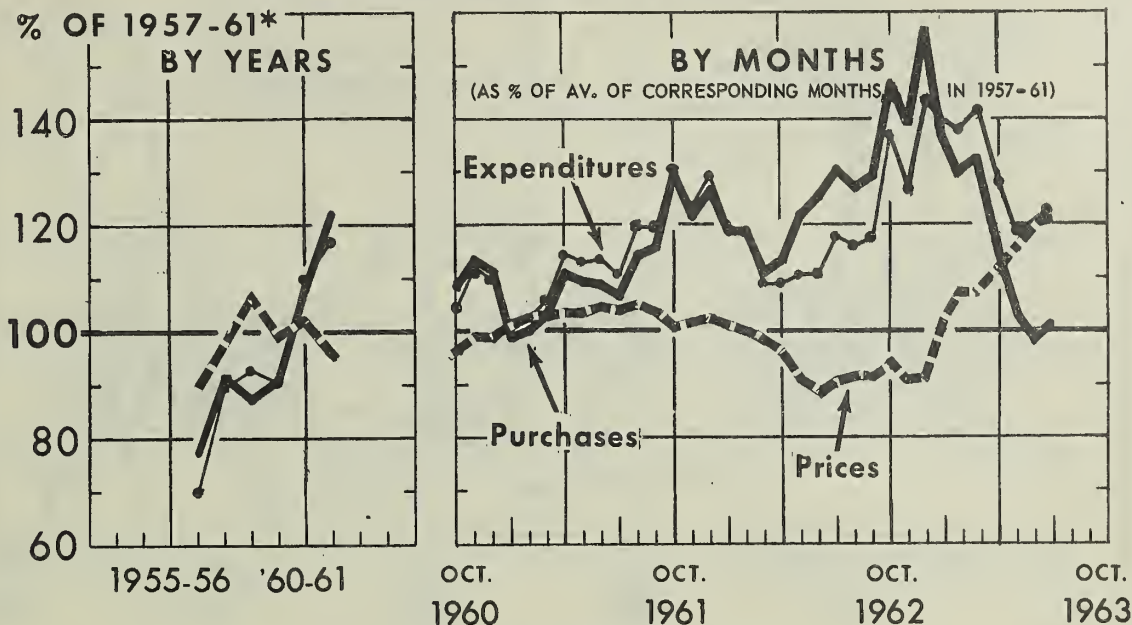
Period <sup>2/</sup>	Total Purchases			Proportion of families buying			Purchases per buying family:			Prices paid per 6-ounce can			Expenditures		
	1962-1963	1957-1958	Change from 1957-1958	Pct.	Pct.	Difference from 1957-1958	Oz.	Oz.	Oz.	Cents	Cents	Pct.	Dols.	Pct.	Total
	1,000 gal.	1,000 gal.	Pct.			Pct.							1,000 dol.		1,000 dol.
October	6,719	5,851	+14.8	31.5	30.9	+ .6	50	49	15.9	15.2	+ 4.6	1.32	1.24	+ 6.5	18,973
November	6,669	5,770	+15.6	31.3	31.2	+ .1	50	46	15.9	15.4	+ 3.2	1.32	1.18	+11.9	18,956
December	7,215	5,288	+36.4	32.7	29.3	+3.4	52	45	15.7	15.9	- 1.3	1.35	1.19	+13.4	17,937
Oct.-Dec.	20,603	16,909	+21.8	---	---	---	---	---	---	---	---	---	---	---	55,866
January	5,066	4,626	+ 9.5	28.2	27.9	+ .3	42	42	21.3	18.9	+12.7	1.49	1.34	+11.2	23,020
February	4,983	4,423	+12.7	28.5	28.0	+ .5	41	41	22.6	20.3	+11.3	1.53	1.38	+10.9	24,024
March	4,855	4,360	+11.4	28.2	26.7	+1.5	40	41	23.2	21.2	+ 9.4	1.55	1.45	+ 6.9	24,029
Jan.-Mar.	14,904	13,409	+11.1	---	---	---	---	---	---	---	---	---	---	---	71,073
Oct.-Mar.	35,507	30,318	+17.1	---	---	---	---	---	---	---	---	---	---	---	140,649
April	3,801	3,992	- 4.8	23.2	25.2	-2.0	38	40	25.4	22.2	+14.4	1.61	1.47	+ 9.5	20,596
May	3,393	3,915	-13.3	21.7	24.2	-2.5	36	42	27.5	22.5	+22.2	1.66	1.56	+ 6.4	19,905
June	3,069	3,320	- 7.6	19.2	23.5	-4.3	37	35	27.8	23.9	+16.3	1.72	1.41	+22.0	18,201
Apr.-June	10,263	11,227	- 8.6	---	---	---	---	---	---	---	---	---	---	---	58,702
Oct.-June	45,770	41,545	+10.2	---	---	---	---	---	---	---	---	---	---	---	199,351
July	3,049	3,284	- 7.2	19.3	22.9	-3.6	37	36	28.1	24.2	+16.1	1.71	1.46	+17.1	18,277
August		3,267			23.0		36			24.6			1.46		17,145
September		3,490			24.0		36			24.7			1.50		18,390
July-Sept.		10,041													52,489
Year		51,586								20.0					220,505

<sup>1/</sup> Citrus crops were damaged by freezing weather in December 1957, and December 1962. Tree and fruit losses were greater in 1962.

<sup>2/</sup> Data are for 4-week (28-day) periods to facilitate comparisons.

# CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

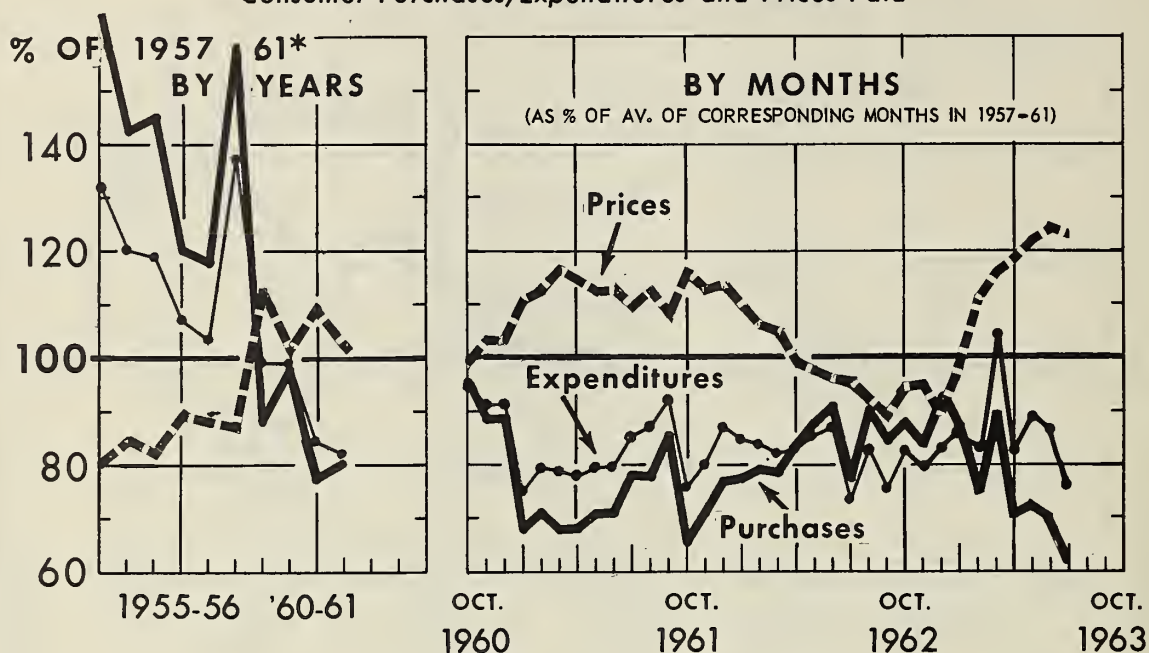
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June	2,249	2,863	2,291	5.4	6.2	97	108	46.6	33.9	38.3
Apr.-June	7,197	8,235	6,869							
July	2,099	2,681	2,064	5.1	6.2	94	101	47.7	35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

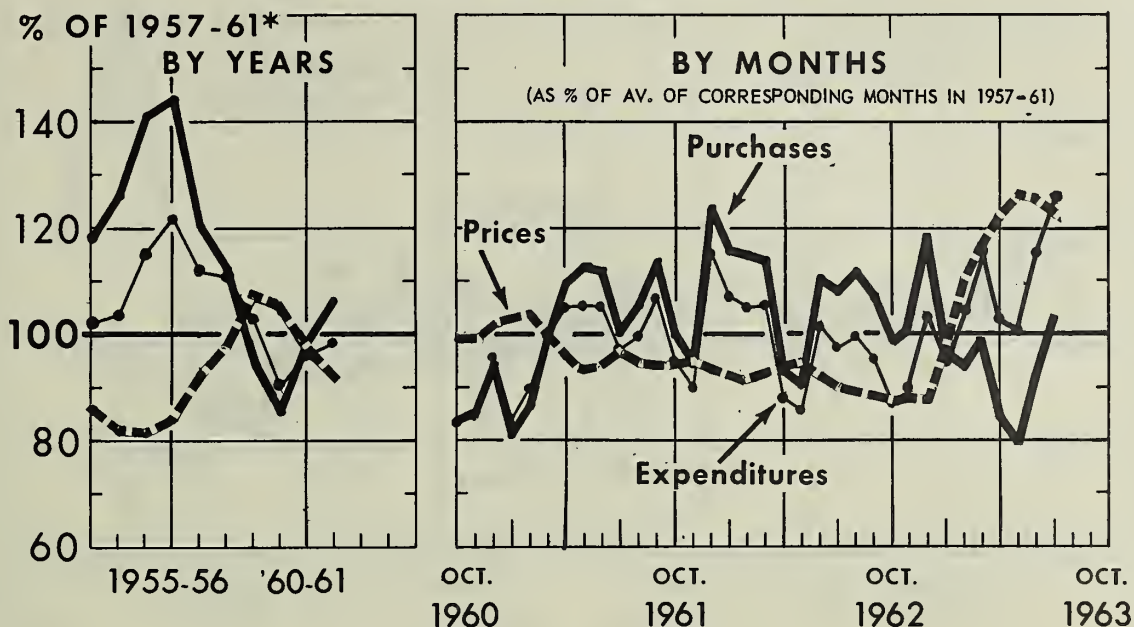
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May	611	734	838	5.3	6.0	90	97	46.4	36.9	37.9
June	564	731	806	5.1	6.0	86	96	46.8	36.1	37.7
Apr.-June	1,793	2,201	2,525							
July	467	592	764	4.7	5.1	77	91	47.7	36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.9	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

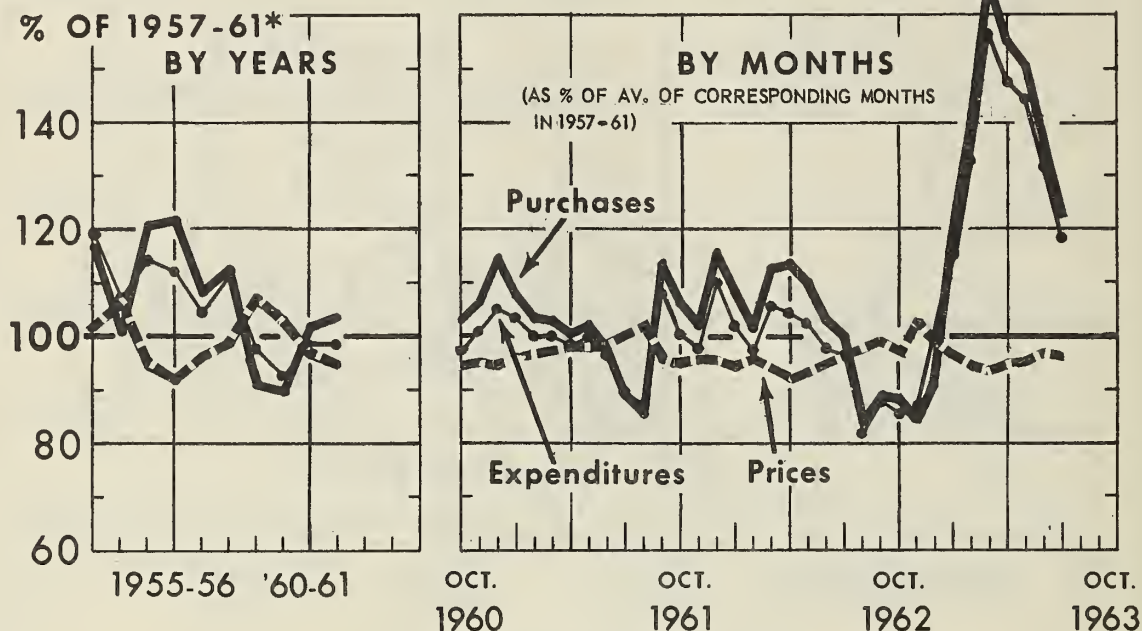
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June	659	790	714	5.4	5.6	96	111	36.7	26.9	29.2
Apr.-June	1,948	2,238	2,288							
July	652	685	632	5.1	4.9	100	111	37.1	27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

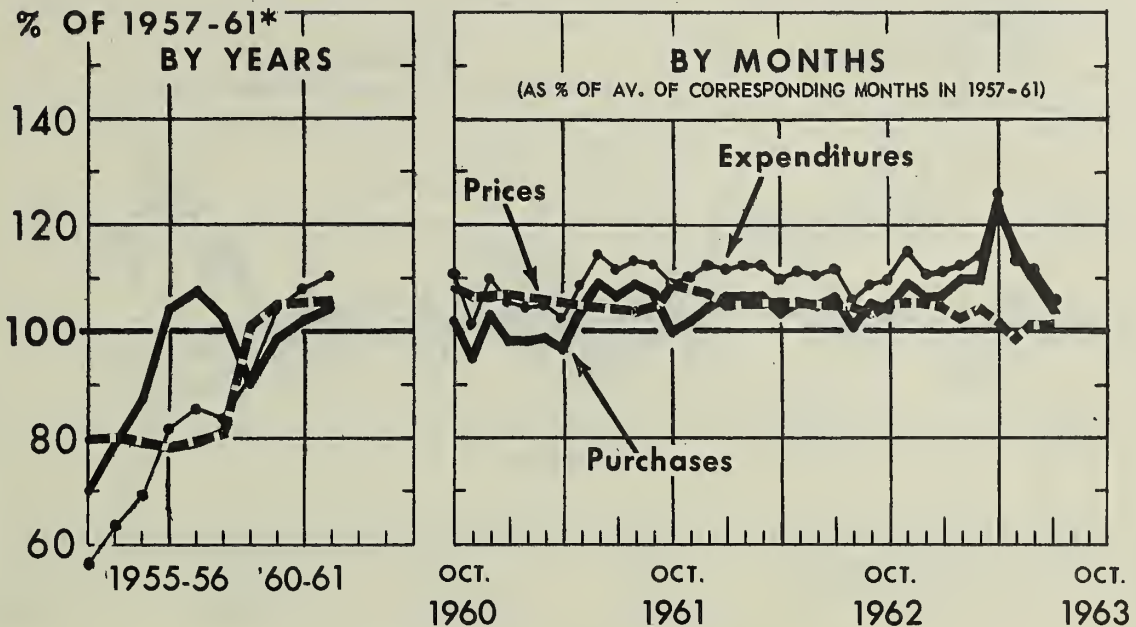
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June	1,434	1,092	1,061	10.7	8.6	105	101	28.8	28.0	29.6
Apr.-June	4,844	3,583	3,292							
July	1,252	1,020	1,023	10.0	8.0	97	101	29.1	28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,882	3,144							
Season		13,864	13,340						28.0	29.5

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# PRUNE JUICE

## Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

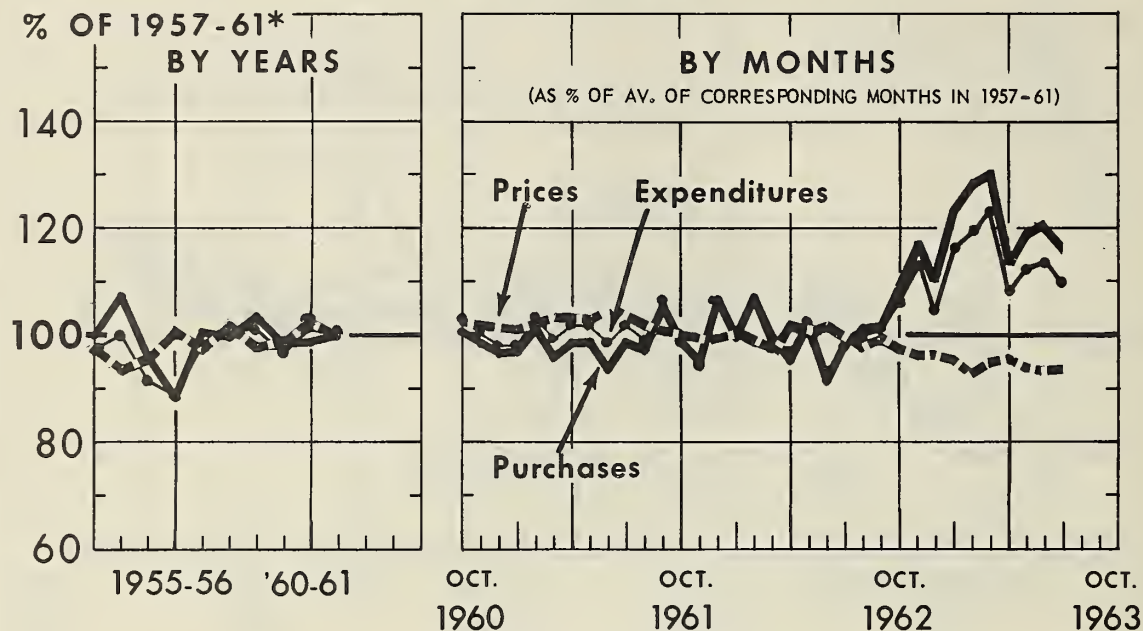
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June	659	631	600	7.1	6.5	72	76	42.4	43.9	41.7
Apr.-June	2,108	1,899	1,809							
July	594	610	571	6.3	6.2	73	78	42.3	43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# TOMATO JUICE

## Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

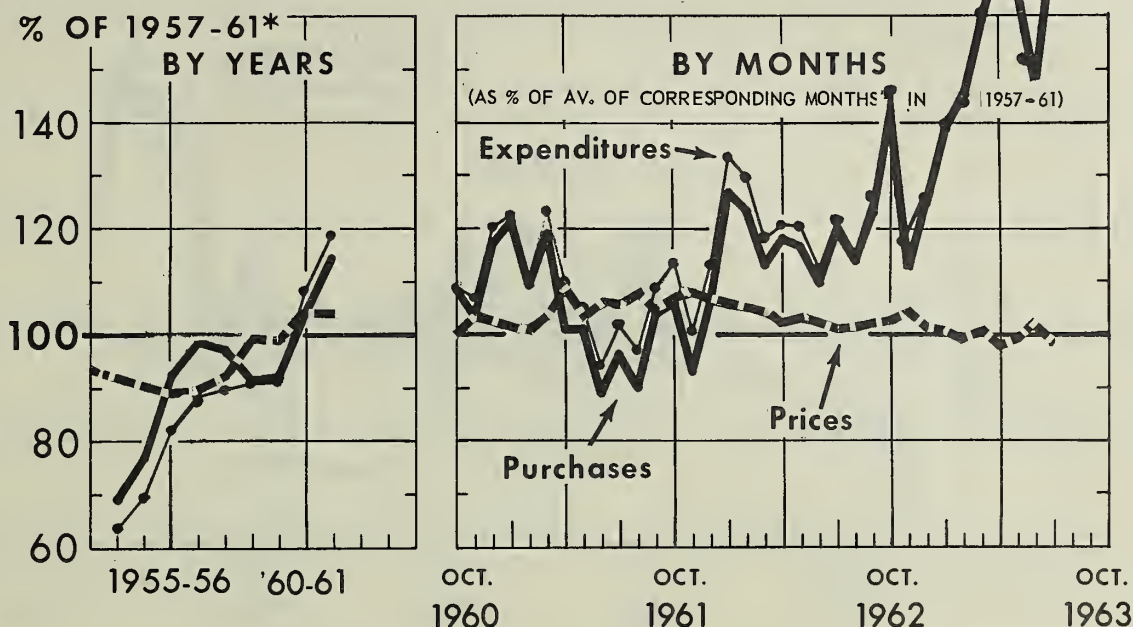
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June	2,056	1,561	1,700	16.4	13.9	99	89	26.3	28.5	28.0
Apr.-June	6,324	5,190	5,370							
July	1,786	1,509	1,530	14.8	13.6	94	88	26.6	28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

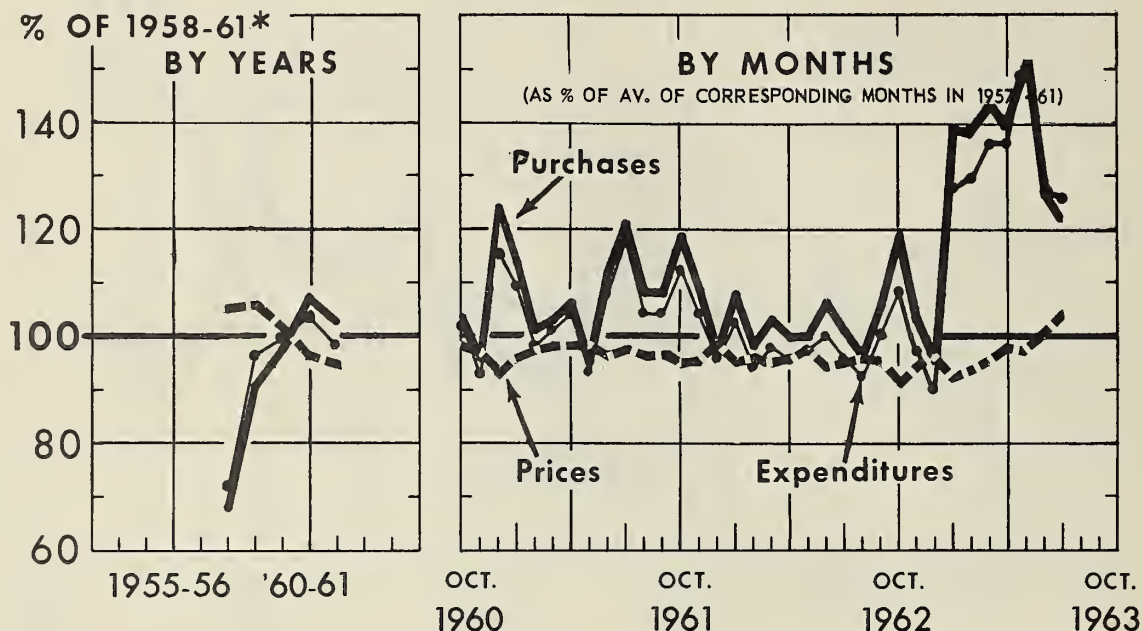
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June	876	650	592	6.3	4.6	109	112	30.4	30.4	29.7
Apr.-June	2,774	1,970	1,718							
July	1,071	741	619	7.5	5.2	112	113	29.6	30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

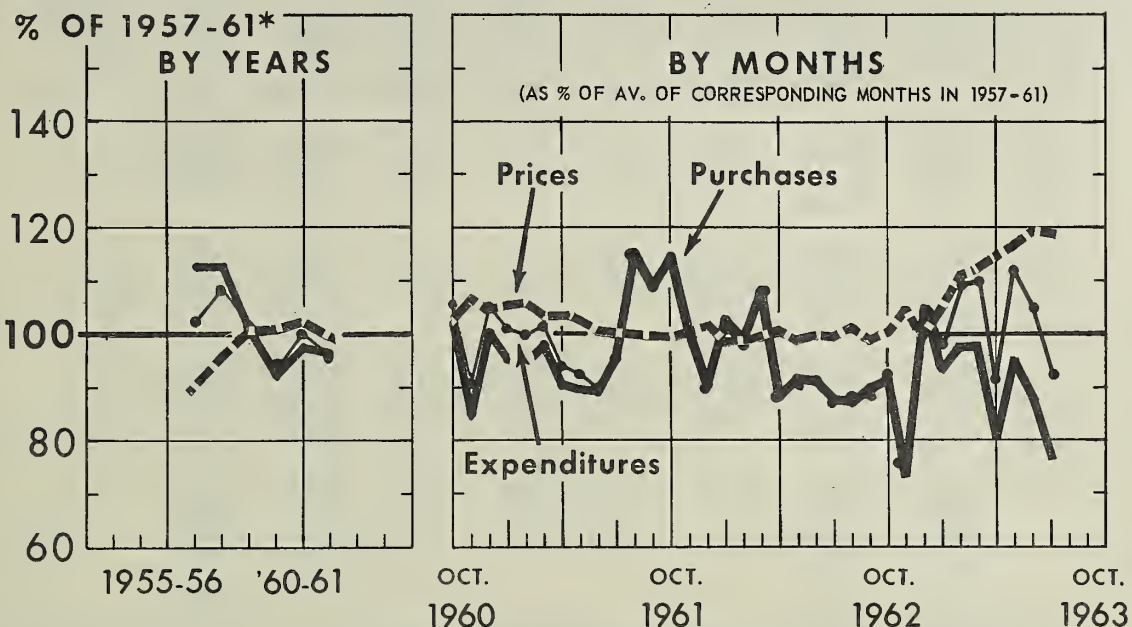
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June	1,485	1,249	1,176	9.5	7.6	122	130	28.2	26.4	28.0
Apr.-June	4,792	3,522	3,450							
July	1,504	1,253	1,240	9.6	8.0	122	124	28.9	26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June	223	233	255	3.9	3.6	51	58	24.5	20.5	20.5
Apr.-June	628	648	715							
July	204	232	264	3.4	3.7	51	55	24.7	20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season	2,872	2,977						20.3	20.4	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.



Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June	1,681	1,544	1,573	19.7	18.6	67	66	38.0	35.1	---
Apr.-June	5,118	4,649	4,862							
July	1,682	1,480	1,494	19.5	17.8	67	66	38.2	35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June	2,674	2,124	2,166	17.9	14.6	117	115	33.3	33.7	33.8
Apr.-June	7,713	6,239	5,961							
July	3,025	2,060	2,021	19.0	14.5	124	112	32.8	33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June	7,053	6,349	6,454	43.6	41.8	127	120	35.4	34.1	---
Apr.-June	22,135	19,760	20,146							
July	6,433	5,896	6,013	41.7	39.5	120	118	35.9	34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311					34.2	---	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1959-61	families buying 1962-1963	families buying 1961-1962	buying family 1962-1963	buying family 1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June	5,035	4,023	4,027	26.4	22.5	149	142	31.3	30.9	31.3
Apr.-June	15,279	11,731	11,343							
July	5,600	4,054	4,007	28.0	22.6	156	142	31.1	30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144					31.4	31.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.	100	0.5	48.7	77.2	3/	---	---	---
Apr.-Jun.	403							
Jul.	68	0.3	48.6	82.4	3/	---	---	---
Aug.								
Sep.								
Jul.-Sep.								
Season								
Other Citrus Salads				Total Salads and Sections				
Total	Proportion	Purchases	Prices	Total	Proportion	Purchases		
Purchases	of families	per buying	paid per	Purchases	of families	per buying		
	buying	family	32-oz.		buying	family		
			jar					
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May	103	0.7	36.1	75.0	250	1.4	43.2	
Jun.	70	0.5	34.8	77.3	170	1.0	44.1	
Apr.-Jun.	298				701			
Jul.	75	0.6	29.3	79.0	143	0.9	37.2	
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June	13,997	21,441	31,128	17.4	23.9	17.5	20.9	68.6	54.2	47.8
Apr.-June	48,803	87,185	122,470							
July	12,232	14,214	26,665	14.3	14.8	18.5	22.0	61.0	54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.-- FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June	2,663	3,422	5,334	8.7	10.8	6.7	7.6	163.5	116.3	99.9
Apr.-June	17,542	21,277	28,005							
July	765	1,669	2,671	3.2	5.4	5.3	7.0	167.4	119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.



Table 18.---Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices						Canned single-strength fruit drinks					
	Miscel- laneous			Orange			Grape- fruit			Pine- apple			Miscel- laneous			Orange		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1961-62																		
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7	4.2	4.2	4.7
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8	4.3	4.2	4.8
December	5.0	4.8	7.7	5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8	4.3	4.2	4.8
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6	4.2	4.1	4.6
February	4.5	4.7	7.2	5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6	4.3	4.2	4.6
March	4.4	4.6	7.3	5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5	4.2	4.1	4.5
April	4.1	4.6	7.1	4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4	4.1	4.1	4.4
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3	4.1	4.1	4.3
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3	4.0	4.1	4.3
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3	4.0	4.0	4.3
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3	4.0	4.1	4.3
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3	4.0	4.1	4.3
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5	4.1	4.1	4.5
1962-63																		
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3	4.0	4.1	4.3
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3	4.1	4.2	4.3
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3	4.2	4.2	4.3
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7	4.0	4.0	4.7
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	4.9	4.0	4.0	4.9
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9	4.0	4.0	4.9
April	6.4	4.8	8.3	5.9	4.7	3.7	7.9	3.5	4.9	4.6	3.9	3.6	4.3	4.0	5.0	4.0	4.0	5.0
May	6.9	4.9	8.4	6.1	4.8	3.7	7.7	3.4	4.9	4.5	4.0	3.6	4.4	4.0	5.1	4.0	4.0	5.1
June	7.0	5.1	8.7	6.1	4.8	3.8	8.0	3.4	5.0	4.6	4.0	3.7	4.3	4.1	5.1	4.1	4.1	5.1
July	7.0	5.1	8.9	6.2	4.8	3.8	7.9	3.5	5.0	4.7	3.9	3.8	4.3	4.1	5.2	4.1	4.1	5.2
August																		
September																		
Season																		

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.---Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices										Canned single-strength fruit drinks					All juices & fruit drinks
	Orange dollars	Miscel- aneous	Orange juice	Orange dollars	Grape- fruit	Pine- apple	Prune dollars	Tomato dollars	Miscel- aneous	Total dollars	Orange dollars	Pine- apple dollars	Miscel- aneous	Total dollars	Orange dollars	Pine- apple dollars	Miscel- aneous	Total dollars				
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684							
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016							
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181							
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652							
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183							
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438							
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341							
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	61,489							
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783							
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751							
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937							
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398							
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853							
1962-63																						
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	59,617							
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362							
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539							
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150							
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	71,969							
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	74,861							
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	59,777							
May	19,905	4,999	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409	8,007	15,042	58,563							
June	18,201	4,222	4,192	2,479	2,271	3,879	3,772	5,078	5,999	23,478	2,501	3,933	8,362	14,796	64,889							
July	18,277	3,911	4,005	2,092	2,272	3,422	3,392	4,462	6,034	21,674	2,977	4,082	9,318	16,377	64,244							
August																						
September																						
Season																						

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.



Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons <sup>1/</sup>

Year and month <sup>2/</sup>	Frozen : concen- : trated : orange : juice :		Canned single-strength juices				Canned single-strength fruit drinks				Fresh : oranges : fruit : sections :			
	Dollars	Dollars	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	All	Orange	Pine- apple	Miscel- laneous	All	Fresh : oranges : fruit : sections :
<u>1961-62 <sup>3/</sup></u>														
October	1.53	1.48	.83	.68	.67	1.06	.57	.58	.97	.76	.70	.81	.91	.62
November	1.52	1.45	.81	.64	.59	1.07	.55	.54	.92	.81	.66	.76	.85	.66
December	1.52	1.41	.83	.70	.62	1.03	.56	.53	.94	.81	.69	.79	.87	.74
January	1.58	1.28	.77	.67	.60	1.07	.56	.55	.87	.81	.74	.78	.90	.77
February	1.48	1.28	.80	.67	.57	1.00	.58	.51	.94	.84	.71	.83	.94	.83
March	1.45	1.30	.83	.69	.62	1.01	.55	.52	.95	.81	.75	.90	.98	.84
April	1.34	1.22	.82	.65	.59	.97	.57	.54	.93	.77	.71	.82	.95	.86
May	1.33	1.16	.78	.70	.60	1.05	.57	.51	.92	.77	.71	.88	.98	.81
June	1.30	1.14	.76	.65	.61	1.05	.55	.50	.89	.74	.75	.84	.95	.74
July	1.30	1.12	.72	.66	.64	1.07	.54	.50	.88	.74	.71	.81	.94	.70
August	1.30	1.13	.70	.66	.58	1.02	.55	.50	.88	.71	.73	.81	.93	.78
September	1.31	1.15	.69	.63	.62	1.06	.56	.49	.89	.80	.72	.84	.95	.78
<u>1962-63</u>														
October	1.32	1.30	.73	.60	.61	.99	.57	.53	.92	.83	.70	.82	.92	.60
November	1.32	1.21	.70	.60	.62	.99	.59	.50	.89	.80	.68	.80	.90	.65
December	1.35	1.26	.68	.64	.63	1.07	.55	.51	.88	.82	.69	.80	.90	.69
January	1.49	1.31	.74	.63	.62	1.02	.57	.54	.95	.84	.74	.83	.98	.84
February	1.53	1.37	.73	.68	.67	.98	.59	.56	.98	.84	.75	.88	1.02	.88
March	1.55	1.45	.89	.75	.71	.98	.60	.59	1.05	.79	.73	.85	.98	.90
April	1.61	1.47	.83	.78	.71	.96	.56	.57	1.00	.77	.78	.84	1.01	.96
May	1.66	1.41	.91	.78	.70	.95	.56	.55	.98	.74	.77	.88	1.03	.95
June	1.72	1.41	.88	.76	.66	.96	.56	.55	.98	.72	.75	.85	1.02	.91
July	1.71	1.40	.80	.80	.62	.97	.54	.56	.94	.72	.76	.88	1.05	.74
August														
September														

<sup>1/</sup> Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. <sup>2/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. <sup>3/</sup> 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, July 1963 with comparisons 1/

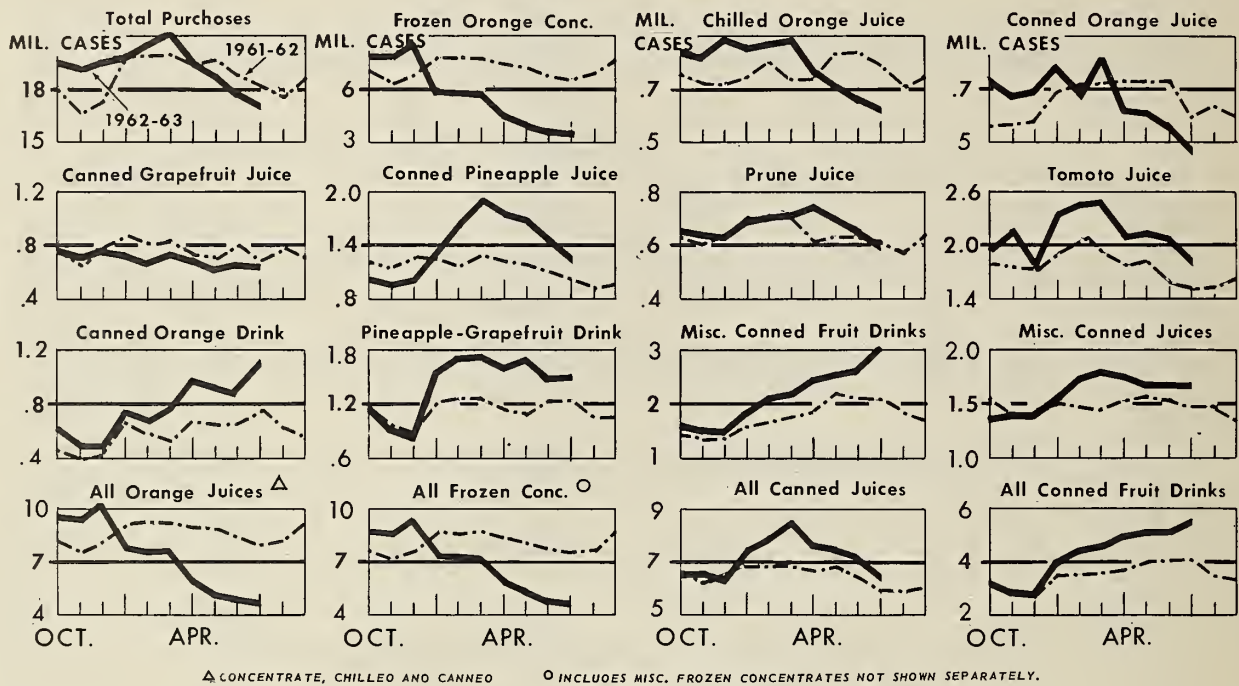
Commodity	Total purchases			Proportion of families buying			Purchase per buying family			Average price paid	
	Volume			Share of market			Number			per month	
	July 1963	July 1962	Change	Pct. 1963	Pct. 1962	Pct. 1963	No. 1963	No. 1962	Ozs. 1963	Ozs. 1962	Cents 1963
FROZEN CONCENTRATED JUICES	1,000	1,000									
Orange	3,049	5,543	-45	20.8	36.1	19.3	2.0	1.5	24.9	36.6	28.1
Miscellaneous	903	772	+17	6.2	5.0	---	---	---	---	---	6
Total	3,952	6,315	-37	27.0	41.1	---	---	---	---	---	20.3
CHILLED ORANGE JUICE	2,099	2,681	-22	3.6	4.4	5.1	6.2	2.3	40.6	42.3	47.7
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000									
Orange	467	592	-21	2.7	3.2	4.7	5.1	1.6	48.4	53.4	47.7
Grapefruit	652	685	-5	3.8	3.8	5.1	4.9	1.6	62.3	75.5	37.1
Pineapple	1,252	1,020	+23	7.2	5.6	10.0	8.0	1.7	73.4	97.3	29.1
Prune	594	610	-3	3.4	3.3	6.3	6.2	1.7	42.2	73.1	42.3
Tomato	1,786	1,509	+18	10.3	8.3	14.8	13.6	1.4	65.2	94.1	26.6
Miscellaneous	1,682	1,480	+14	9.7	8.1	19.5	17.8	1.8	38.0	67.3	38.2
Total	6,433	5,896	+9	37.1	32.3	41.7	39.5	2.3	51.8	120.4	4.7
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	1,071	741	+45	6.2	4.0	7.5	5.2	1.4	81.6	111.7	29.6
Pineapple-grapefruit	1,504	1,253	+20	8.7	6.9	9.6	8.0	1.5	82.0	121.7	28.9
Miscellaneous	3,025	2,060	+47	17.4	11.3	19.0	14.5	1.8	69.3	124.1	32.8
Total	5,600	4,054	+38	32.3	22.2	28.0	22.6	2.1	74.7	155.8	4.1
TOTAL JUICES & DRINKS 3/	17,338	18,227	-5	100.0	100.0	---	---	---	---	---	5.2
CANNED GRAPEFRUIT SECTIONS	204	232	-12	---	---	3.4	3.7	1.5	35.3	51.4	24.7
REFRIGERATED PRODUCTS:	1,000	1,000									
Orange & grapefruit sec.	68	---	---	---	---	0.3	---	1.7	28.0	48.6	82.4
Grapefruit sections	---	---	---	---	---	---	---	---	---	---	---
Other citrus salads	75	---	---	---	---	.6	---	1.3	23.3	29.3	79.0
Total	143	---	---	---	---	.9	---	1.5	25.3	37.2	---
FRESH CITRUS FRUIT: 4/	1,000	1,000									
Oranges	12,232	14,214	-14	---	---	14.3	14.8	1.7	11.2	18.5	61.0
Grapefruit	765	1,669	-54	---	---	3.2	5.4	1.5	3.4	4.4	167.4

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for July 1960. \* Per 6-ounce serving.



## CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

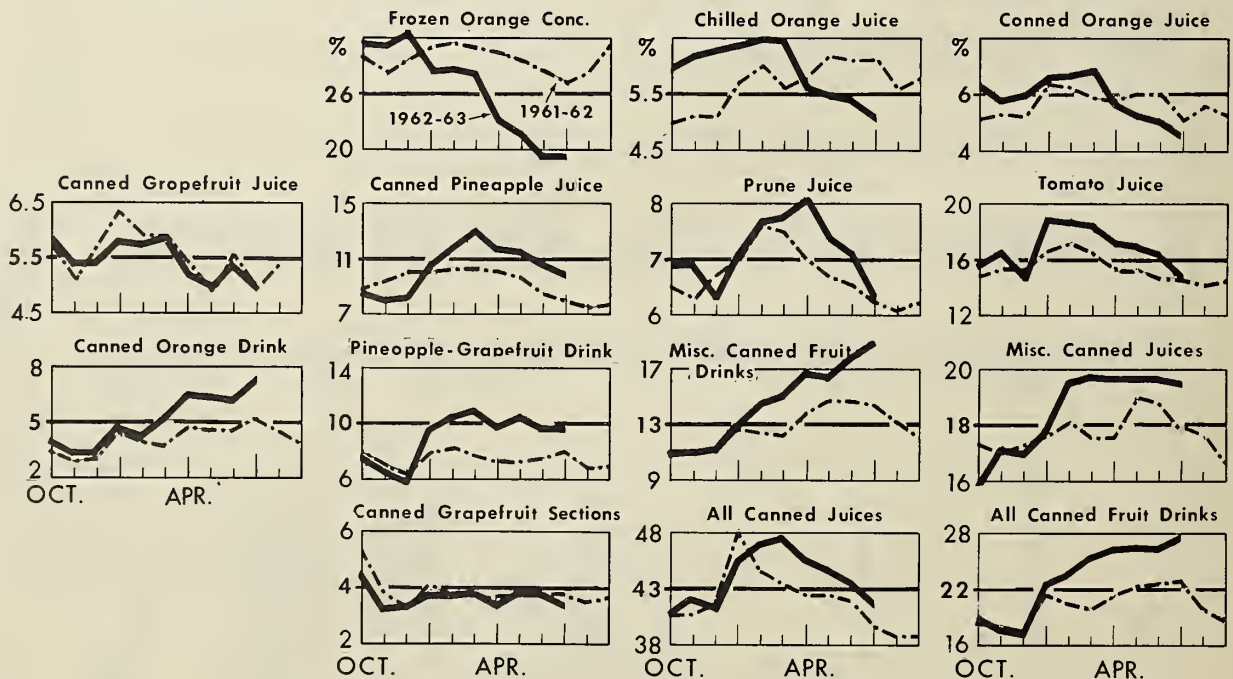


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Figure 11

ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



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Figure 12

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

## SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

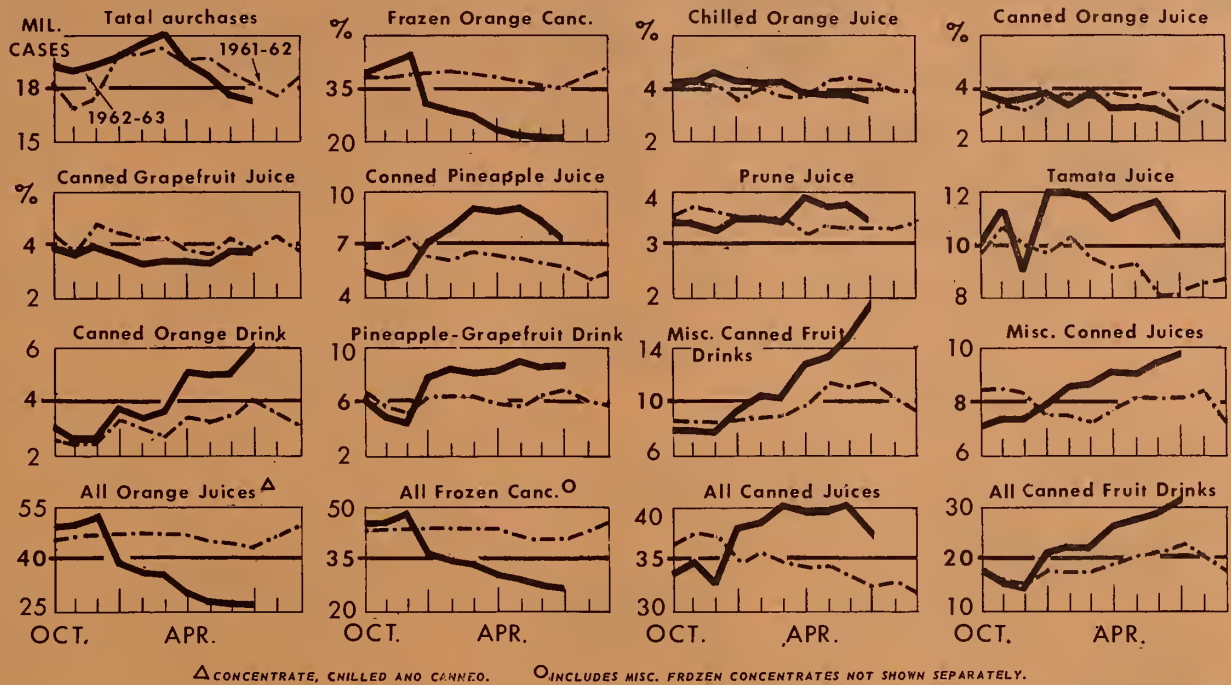


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

## CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

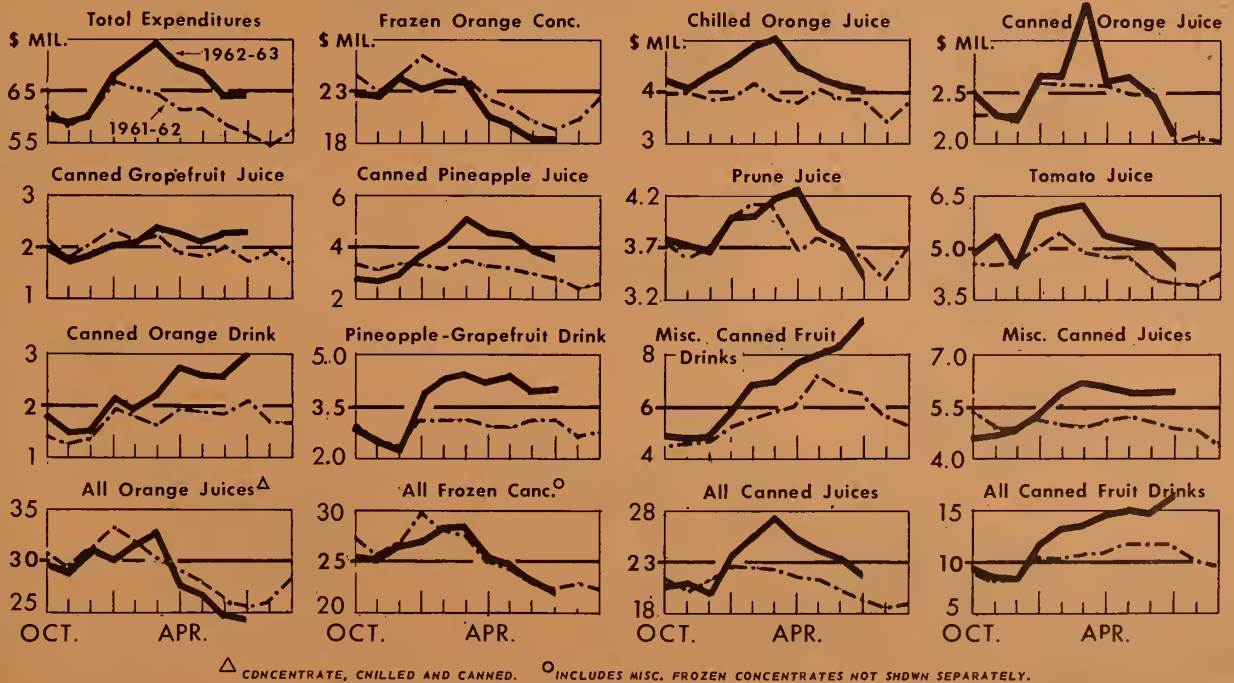


Figure 14

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